

## Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 07924 091549Z

51  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 102406

R 091216Z JUN 75  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0985

UNCLAS MOSCOW 7924

E.O. 11652: N/A  
TAGS: BEXP UR  
SUBJECT: INTERORGTECHNIKA 75 (I-75)

USDOC FOR BEWT/TPD ROBB

REF: A) STATE 131704 B) MOSCOW 7804

1. DIFFICULT TO ESTIMATE COST/BENEFIT RATION OF SCM  
MOVIE. CERTAINLY I-75 EXCELLENT TIME TO INTRODUCE NEW  
PRODUCT LINE. DISPLAY OF ACTUAL PRODUCT BEST, BUT MOVIE  
IS BETTER THAN LITERATURE. KEN ARENA, SCM, SHOULD KNOW  
VALUE SOVIETS PLACE ON PLAIN BOND PAPER COPIER. SCM WOULD  
BE WISE TO BRING TWO OR THREE EXTRA PRINTS OF FILM WHICH  
COULD BE LERT WITH APPROPRIATE END-USERS/BUYERS FOR REVIEW  
AFTER I-75.

2. AS LONG AS MOVIE IN GOOD TASTE, SHOULD NOT PRESENT  
PROBLEM WITH CENSOR. ALL VISUALS MUST BE SCREENED BEFORE  
PUBLIC SHOWING. IF RUSSIAN SOUND TRACT USED, MAKE SURE  
YOU SUE U.N. QUALIFIED TRANSLATOR. WE BELIEVE GOOD MARKET  
EXISTS HERE FOR ELECTRIC TYPEWRITERS. HOWEVER, AS ARENA  
AWARE, COMPETITION (PARTICULARLY FROM IBM) IS STIFF.

3. CHAMBER PREPARED ALLOW US TO BEING CONSTRUCTION 8 AUGUST  
PER REFTEL B. ADVISE IF WE SHOULD PROCEED WITH CONTRACT.  
STOESSEL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 09 JUN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MOSCOW07924  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750200-0760  
**From:** MOSCOW  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750668/aaaackkn.tel  
**Line Count:** 51  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 131704, 75 MOSCOW 7804  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greenet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 FEB 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <04 FEB 2004 by greenet>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** INTERORGTECHNIKA 75 (I-75) USDOC FOR BEWT/TPD ROBB  
**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006